

CONTACT CENTRE BEST PRACTICES:

Delivering a Consistent & Human Customer Care Experience





It goes without saying that customer care is vital to any brand's continued success—and its ability to provide this support service has a direct impact on both customer satisfaction and loyalty. That impact can be either positive or negative depending on the customers' experience with contact centre agents and whether or not those interactions meet their needs and expectations. That's why contact centres need to be more empathetic and understanding, all while balancing company policies and sound business practices.

Contact centres are known to be the epicentre for incoming issues and customer service offerings have become

more detrimental, with more and more consumers turning to a variety of support options to help with their needs or queries. Today's contact centre is the meeting point for brands and consumers to come together and build foundational relationships for trust and loyalty. They can also be a powerful factor in strengthening brand reputation and identifying the differentiators that enable brands to stand out from the competition.

In this paper, we explore how contact centres can ensure their focus is always on the customer and use their data to take action, reduce churn, and provide a connected experience throughout the customer journey.

Meeting Your Customers' Expectations?

When asking consumers what impacts their level of trust with a company, offering excellent customer service ranked number one.

[Dimensional Research]

The customer's experience doesn't stop once they have purchased a product or received their service. It is an ongoing process, and aftercare and support is just as important as the transaction.

Companies are under immense pressure to provide the experiences that their audiences want. If something isn't up to scratch, customers expect it to be resolved if they are to remain loyal to your brand.

According to Forbes, around 75 billion dollars is lost every year on poor customer service experiences.



That's why it's so vital to identify customers' expectations in the first place. Over our many years of experience helping contact centres create loyalty-generating experiences, we have identified four key requirements that customers have for their contact centre interactions:

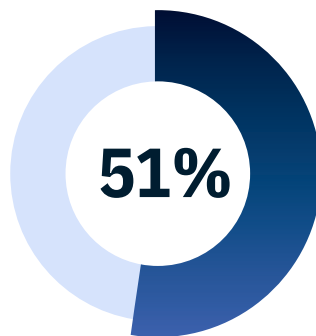
Focus on Quality

Contact centres are often the first point of contact when a customer has a question or complaint. This means call centre agents have the first opportunity to influence whether a customer will stay or leave, meaning they have the power to improve customer satisfaction and prevent churn. In order to do this successfully, employees must take the time to understand the customer's problem, show empathy, and let the customer know they are doing all they can to resolve the issue.

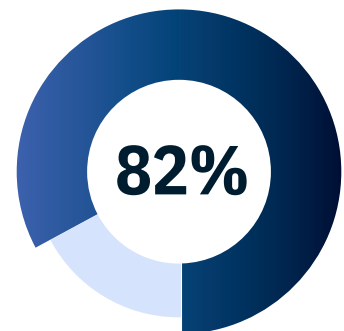
Issues Resolved in Real-time

Your customers' time is valuable, so they expect to have issues resolved in the first contact. By addressing problems immediately can turn negative experiences into positive ones. Knowing what time, date and what issue the customer has at the tip of your fingers allows you to prioritise cases effectively and take the stress off your contact centre agents.

The most important element of a good customer experience is interacting with an agent who understands the issue (51%).



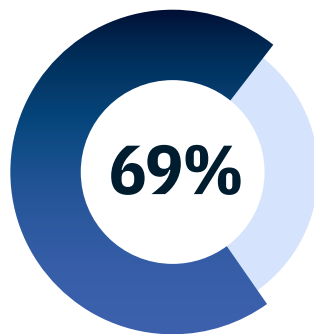
82% of consumers say the number one factor that leads to a great customer service experience is having their issues resolved quickly.



Availability of Help

Customers should be able to contact your organisation however and whenever they like. Offering a multichannel service for your customers to get in touch decreases customer effort and lets them get in touch on their own time, however, it is important not to get rid of the human element, as it is one of the fundamentals of customer service.

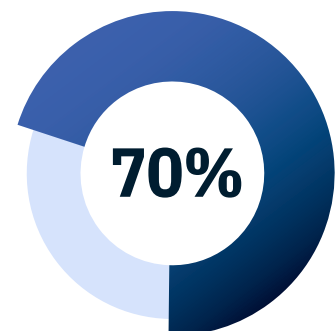
According to Forrester, Live assistance has the highest satisfaction rate, with 69% of customers saying that their questions are fully addressed over the phone.



Anticipating Needs

A customer calls for a solution, but that doesn't necessarily mean they want to wait on hold if the answer can be delivered much simpler and even more proactively. By evaluating the entire customer journey and having the data readily available, you will be able to know at what part of the journey the issue occurred, which allows you to understand why it occurred and take action. Anticipating the customers needs and taking proactive actions to fix the root cause will decrease the amount of calls to your support centre and allow your contact centre employees to focus on the larger customer issues.

70% of global consumers have a favourable view of brands that contact them with proactive customer service notifications. [Microsoft]



5 Simple Steps to Improve the Contact Centre Experience

Listen → Identify → Understand → Reassure → Take Action → Follow up → Improve

When you listen to what your customers are saying, you are able to identify and understand where and why issues occur. Only then can you really reassure them that you understand how they are feeling and have all the information you need to step up and take action.

Here are some easy ways you can utilise customer and employee feedback to improve the contact centre experience:

STEP 1:

Utilise Automation

Take routine and repetitive tasks out of the hands of your agents by automating them, so they can focus on more complex issues. Being able to solve smaller issues through automation (such as chat functionality or within survey feedback) will lead to a reduction in the number of calls to your call centre, and will save you time and money.

Using an automation tool that takes feedback directly from the customer and automatically directs them to the solution they need will reduce the stress on your

customer support team and allow your customers to get the issues resolved quickly without having to escalate it further to speak to an agent.

STEP 2:

Explore Customer Issues to Create Self-Serve Content

Solve frequently occurring issues by analysing your customer feedback and linking the top occurring problems back to your organisation's development teams. This way, everyone can see where the problems are arising and can take appropriate action, such as creating self-serve content like video 'How to's' and FAQ support pages.

It is likely that most of the queries your support team hears on a day-to-day basis are around the same topics. By anticipating customer queries before they have even asked shows proactive support and puts the power in your customers hands for them to solve their issue themselves, efficiently.

STEP 3:

Engage and Enable Employees

By enabling your employees to utilise their unique insight into customer issues, they can turn detractors into promoters. Training and coaching of employees is essential. Teach them how to reduce friction and provide them access to customer feedback to equip them with the knowledge they need to address customer concerns. This in return will reduce repeat calls and call transfers, as well as help solve issues in the first contact.

Human and emotional connections are very important. By arming employees with the right information and training, you will enable them to create positive relationships with customers.

Allianz used their customer feedback analytics to discover that changes needed to be made when it came to handling customer issues. Call centre scripts were improved and a coaching programme was implemented for all frontline staff. This has not only increased customer satisfaction, but it has also simplified the call centre process—and there has also been a spike in sales conversion rates.

STEP 4:

Data Is a Gold Mine

All organisations generate tonnes of data. Knowing how to use it is the difference between a successful organisation who understands their customers and an organisation that just survives. By collecting and analysing data such as customer feedback, social media data, and website analytics, you can feed this information back to your customer support teams so they can understand where issues are arising and can be on hand to solve these problems straight away.

STEP 5:

Closing the Loop

Following up with a survey/feedback process after issues have been resolved not only shows you care about how the issue was dealt with, but it also enables you to see where training for employees could be given to enhance the call centre experience. Following up with employees as well as the customers on how they felt the case was resolved also allows you to see how your employees are feeling and you can use all of this data to constantly improve the processes you put in place. But it doesn't stop there.

Good customer service should have a closed-loop process in place. Always follow up with the customer to see how they felt about how the situation was dealt with and then use this insight to constantly improve.

Client Spotlights:

Need more inspiration? If so, this is how some of our clients have implemented these fundamental steps to drive success throughout their call centre organisation.



With the introduction of the InMoment Case Management tool, Sky can follow-up with customers who could not solve the problem within the first call. After a negative experience, a case is opened according to selected criteria. The “Fix & Learn” team within Sky has access to the Case Management tool, and will contact the customers who have rated the service contact negatively to try to solve the problem in a final and customer-oriented manner. **As a result, call satisfaction has increased by 6.1% and perceived expertise of advisors has increased 5.1%!**

“With the introduction of the InMoment platform, we see a closer cooperation and an alignment of the customer service culture of our service centres. We give them more space to serve their customers in a way that is most important to them and has a high correlation to employee engagement.”

TINA BRUDER, MANAGER CUSTOMER INSIGHT AT SKY GERMANY



InMoment’s advanced case management and real-time alert solutions help Tesco simplify the management of customer experience cases, thus reducing churn, identifying larger trends, and understanding root causes through the eyes of its employees.

The platform helps Tesco by alerting the contact centre when cases occur, prioritising cases based on urgency, and recommending the best course of action to resolve each one. It also enables seamless communication with customers and tracks the process of cases until they are closed, escalating them to decision makers when necessary.

And Tesco takes it one step further: call log data is imported to each store, giving stores complete visibility into what customers are saying about them, and allowing store managers to reach out to customers, so they may receive both a corporate and location-level response.

“We know instantly what customers’ frustrations are, or even delights, and that is a real game changer for us.”

DAN PORTUS, INSIGHT TO ACTION PROGRAMME MANAGER, TESCO

The Business Value of Providing Excellent Customer Service

Additionally, optimising call centre performance helps you to generate business value in three major areas:



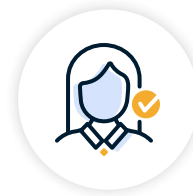
Retaining Customers

- Call back detractors
- Pinpoint at risk customers
- Identify friction points
- Drive behaviours to create customer trust and loyalty



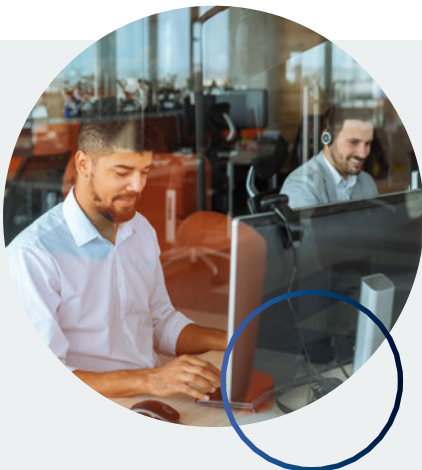
Minimising Costs

- Reduce cost to serve by
- Resolve within the first contact
- Drive loyalty and use less budget to do more
- Lower employee attrition



Reduce Handle Time

- Less customer effort
- Higher agent engagement and productivity



ATTRACTING A NEW CUSTOMER IS 6-7 TIMES MORE EXPENSIVE THAN RETAINING A CURRENT ONE

Whether your contact centre focuses on decreasing handle time and increasing speed of answer or increased first call resolution and decreased customer transfers, we will leverage our more than 17 years of industry expertise to ensure that your KPIs support the economic drivers of your business.

For more information please visit our website:

<https://inmoment.com/en-gb/contact-center/>

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About InMoment

Improving experiences is why InMoment exists. Our mission is to help our clients improve experiences at the intersection of value—where customer, employee, and business needs come together. The heart of what we do is connect our clients with what matters most through a unique combination of data, technology, and human expertise. With our hyper-modern technology platform, decades of domain authority, and global teams of experts, we uniquely deliver a focus on Experience Improvement (XI) to help our clients own the moments that matter. Take a moment and learn more at inmoment.com

